May be bigger than IRAs, all-savers

Money market accounts create advertising blitz

An Advertising Age roundup

A heavy ad blitz is expected as banks and savings institutions begin offering new money market accounts in mid-December. In fact, it has already begun in some markets, including Chicago, Los Angeles, San Diego and San Francisco.

Some think the amounts spent in media advertising will exceed those spent on the introductory blitzes for Individual Retirement Accounts and all-savers certificates.

Noted Charles Bartling, vp-director of communications for the National Bank Marketing Institute: "Both of the other [instruments] tended to be timely; the all-savers were a one-shot deal and IRAs have been seasonal promotions." But from the nearly 100 calls his organization received within three days after the regulation passed, it appears that the new accounts "will be more of a general, heavy push across the country," including smaller community institutions that never made heavy efforts on all-savers and IRAs.

The advertising director for Chicago's largest bank, Continental Illinois National Bank, said consumers will likely be "inundated" with advertising over the next few months; Continental itself will spend "one of the highest levels [in its history] in a short amount of time."

Tv spots now airing discuss the attributes of the new account, concluding with: "Coming soon." In Southern California, similar ad pitches have been running for almost three weeks.

"Like every other bank, we want to preempt the market and get the money [that's been directed to money market funds] returned to where it belongs," explained Steve Arnold, vp-advertising director at Continental.

But there are questions in the industry as to how long the pushes will last and how intensive they will be. Officers at major banks express a fear that even if interest rates are pegged to a short-term investment instrument—probably yielding about 2% less than existing money market funds—a high-volume customer response could hurt the banks more than help them.

They also fear that the majority of deposits will come from existing passbook and checking account customers, not from money market funds. If this occurs, they said, it would only raise the cost of money

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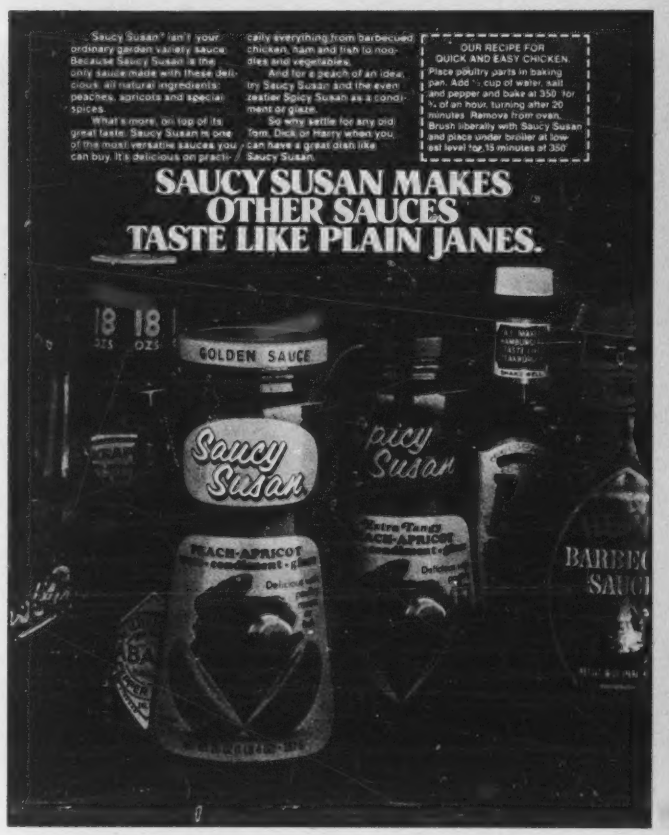
Saucy Susan® isn't your ordinary garden variety sauce. Because Saucy Susan is the only sauce made with these delicious, all natural ingredients: peaches, apricots and special spices.
What's more, on top of its great taste, Saucy Susan is one of the most versatile sauces you can buy. It's delicious on practically everything from barbecued chicken, ham and fish to noodles and vegetables.
And for a peach of an idea, try Saucy Susan and the ever zestier Spicy Susan as a condiment or glaze.
So why settle for any old Tom, Dick or Harry when you can have a great dish like Saucy Susan.
OUR RECIPE FOR QUICK AND EASY CHICKEN.
Place poultry parts in baking pan. Add ½ cup of water, salt and pepper and bake at 350° for ½ of an hour, turning after 20 minutes. Remove from oven. Brush liberally with Saucy Susan and place under broiler at low set level for 15 minutes at 350°.
SAUCY SUSAN MAKES OTHER SAUCES TASTE LIKE PLAIN JANES.
18 OZS
18 OZS
GOLDEN SAUCE
Saucy Susan
Spicy Susan
PEACH-APRICOT

Girl talk

In its first ad campaign in some time, Saucy Susan Products, Briarcliff, N.Y., pits its own Saucy Susan condiments against such "plain Jane" rivals as Heinz, Tabasco and A-1. Color pages break in February women's magazines, via Levine, Huntley, Schmidt & Beaver, New York.

Campbell reports new products surge

By NANCY GIGES

Just three months after introducing into test a new line of premium frozen dinners, Le Menu, Campbell Soup Co. is so pleased with its success that it emerged as one of the highlights of its annual stockholder meeting late Friday.

Le Menu is just one of many new products that traditionally conservative Campbell is adding to a lengthening list of successful new items. Campbell officials said they have already raised their projections of annual sales for Le Menu from $75 million to over $100 million once it is national.

Indicating the company's commitment to support new ventures, Campbell hiked marketing expenditures in the U.S. during the past two years 72% to $118 million, and promises to spend at an accelerated rate during its current fiscal year that ends next July.

Le Menu was introduced into Texas, Colorado, California, Arizona and Nevada in August. Next spring, Campbell will expand into New York, Delaware, New Jersey and parts of New England. Although executives would not disclose when the brand would be national, it is believed the company is scrambling to meet demand at its plants.

Tony Adams, director-marketing research, said shipments of Le Menu to date are 70% above expectations. Jack Dale, frozen food sales manager, pointed out that the product has achieved 100% distribution of all eight varieties in the line in western markets, an unusually high acceptance rate.

Le Menu carries the Swanson logo and is positioned as a premium-price product. Although the dinners contain less than 500 calories each, they are not touted as diet aids. The company noted that the $2 billion frozen dinner market grew 11% last year, with the premium segment up 37%.

Steve McNeil, general manager, frozen food business, pointed out that Campbell has become the leading producer of frozen foods in the U.S. with its Swanson, Mrs. Paul's, Snow King and Pepperidge Farm brands. Sales, he said, exceed $750 million.

Campbell has been successful with new products in most of its divisions, including Pepperidge Farm with Vegetables 'n Pastry, apple juice and Bisto gravy maker. The company also has spurred

(Continued on Page 50)

highlights

Monday, November 22, 1982

Atlantic Richfield pumped its $6 million corporate advertising business into Foote, Cone & Belding/Honig, following a review. *See Page 4.*

Rupert Murdoch, having agreed to buy the money-losing *Boston Herald-American* if he can cut the 800-person staff by one-third, has opened talks with various unions. *See Page 6.*

A slew of ad-supported cable tv networks is struggling with losses of between $150 million and $200 million this year, and hoping each can hold out until the medium gets established. *See Page 10.*

The FTC's consumer protection chief tells advertisers to watch the commission's settlements of ad cases as an indication of the agency's direction on ad regulation. *See Page 12.*

United Airlines gears up for a marketing battle for the Far East. *See Page 12.*

Gillette's new Aapri lotion and creme are set for a $17 million promotional effort, teamed with parent Aapri scrub, starting in January. *See Page 31.*

NBC-TV is gambling on three new game shows in its daytime lineup. *See Page 39.*

Direct-response marketing and controlling costs of commercials were among the topics at the Assn. of National Advertisers annual meeting. *See Page 43.*

Germany looks like it's going to get privately owned tv and radio stations for the first time. *See Page 44.*

Sexual harassment suit by ex-DDB staffer seeks $30 million-plus in damages. *See Page 49.*

Johnson & Johnson chief James Burke takes time out from his Tylenol troubles to salute the Ad Council's public service award-winner, IBM's Frank Cary. *See Page 50.*

Leo Burnett Co. shifted some top-level executives around, with its domestic agency getting a new chairman and president. *See Page 50.*

M*A*S*H vodka is taking to the air with tv and radio commercials in Worcester, Mass. *See Page 51.*

Will ABC and NBC affiliates support repeal of rules barring networks from domestic syndication and co-production of programing? *See Page 52.*

BBDO is opening its new Detroit office, and there's no business like Dodge business, at least for now. *See Page 54.*

In an effort to make Christmas merrier, two troubled industries—airlines and cameras—are pooling their products in promotional programs. *See Page 54.*

The third major tv station purchase by Gannett Co. last week completes a strengthening of its station holdings, and further reduces those of Field Enterprises. *See Page 54.*

CORPORATE CLOSEUP

Quaker Oats has set ambitious goals for its direct-to-consumer businesses, now led by Jos. A. Bank Clothiers. *See Page 4.*

VIDEOTECH

Universal has designed an "unprecedented" package of market-support materials for the premiere of "Pirates of Penzance" both as a theatrical film and a pay-per-view event. *See Page 32.*

MAGAZINE

The Economist, in existence for 139 years—largely in Europe—known for its high-class audience and intelligent coverage of economic and political issues, is increasing its American presence. *See Page M-4.*

Florida: One of the nation's most international states looks beyond its heavy Latin influence to welcome international trade and foreign travelers. *See Page M-9.*

Do you know how much time you will spend waiting in your life? An agency man reveals some disturbing statistics and some suggestions for alleviating the problem. *See Page M-34.*

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'Dallas' toppled

CBS wins 7th week

By DIANE MERMIGAS

The marathon Civil War drama, "The Blue and the Gray," gave CBS enough ammunition to win the prime time ratings war the seventh and probably the eighth weeks of the new season, although ABC programs like "Dynasty" and "Superman" put up a good fight.

The eight-hour miniseries premiered Sunday, Nov. 14, with a 26.9 rating and 40% share of the available tv audience, solidifying CBS' domination for the week. ABC's counterprograming rebroadcast of "Superman" averaged only an 18.9 rating (placing 18th for the week) and 29% share nationally, while NBC's network premiere of "The Blue Lagoon" garnered a 17.1 rating and 24 share (placing 22nd for the week).

"The Blue and the Gray" premiere ranked as the second-highest rated prime time show for the week behind its lead-in, "60 Minutes," which had a 30.4 rating and 46 share.

Such aggressive counterprograming, which characterizes a ratings sweep month like November, resulted in an over-all 67.5% network viewing level Nov. 14, an increase over the 62.8%

(Continued on Page 54)

Advertising pages in November consumer publications

Current and November '81 figures for U.S., Canadian and foreign publications reporting to Advertising Age

	Pages			
	Nov. 1982	Nov. 1981	Jan.-Nov. 1982	Jan.-Nov. 1981
Art & antiques				
American Artist	61.6	65.8	612.3	596.4
Antiques	163.4	194.6	1,607.9	1,752.4
Art & Antiques—(6X)	64.0	71.7	378.4	359.7
Art in America—(11X)	97.9	132.9	1,062.9	1,054.2
Artnews—(10X)	—	—	—	—
Portfolio—(6X)	70.2	53.8	367.7	279.9
Southwest Art	112.6	163.0	1,246.6	1,364.5
Total Group	569.7	681.8	5,275.5	5,407.1
% change	−16.4%		−2.4%	
Auto/cycle/rec. vehicles				
Car & Driver	101.2	79.5	896.6	891.4
Car Collector & Car Classics	25.0	20.4	248.7	261.9
Car Craft	63.2	49.8	817.8	673.7
Cycle	48.1	65.0	804.5	886.1
Cycle Guide	24.7	40.1	549.0	607.6
Cycle World	27.9	45.1	628.3	721.8
Dune Buggies & Hot VWs	58.5	42.5	611.5	462.8
Family Motor Coaching	102.6	79.9	1,060.2	693.7
4 Wheel & Offroad	50.1	37.9	551.0	425.2
Four Wheeler	28.8	27.0	300.2	238.6
Hot Rod	48.7	39.4	626.9	561.8
Motorcyclist	17.8	30.7	534.8	542.5
Motor Trend	85.9	54.4	638.4	563.3
Motorhome—(9X)	80.2	58.3	648.8	445.7
Pickup, Van & 4 WD	26.3	—	297.1	—
Road & Track	110.9	98.7	1,026.7	1,003.7
3 Wheeling—(11X)	24.8	32.4	247.2	173.5
Trailer Life	104.3	88.9	1,123.8	941.7
Total Group	1,029.0	890.0	11,611.5	10,095.0
% change	+15.6%		+15.0%	
Boating & yachting				
Boating	93.3	94.1	1,186.5	1,206.5
Chesapeake Bay	23.6	19.0	304.1	301.3
Cruising World	99.5	116.6	1,460.5	1,424.0
Lakeland Boating	—	—	—	—
Motor Boating & Sailing	83.7	97.0	1,348.5	1,392.5
Rudder	12.3	19.1	229.2	260.2
Sail	86.0	96.5	1,486.9	1,539.7
Sea & Pacific Clipper	59.6	64.1	794.5	867.9
Trailer Boats	18.0	—	249.4	—
Yachting	121.6	159.5	1,796.3	2,055.0
Total Group	597.6	665.9	8,855.9	9,047.1
% change	−10.3%		−2.1%	
Canadian				
L'Actualite	82.3	113.6	600.8	651.2
Chatelaine:				
English Edition—A.	155.7	152.5	1,066.3	1,030.4
French Edition	129.0	129.5	858.0	895.4
Financial Post Magazine—A.G.	46.7	103.4	436.9	528.8
Flare—A.	75.0	80.2	540.1	585.4
Homemaker's Magazine	126.0	146.6	814.9	833.5
Madam Au Foyer	100.5	124.0	612.0	647.1
Maclean's—(52X)—A.	162.2	203.6	1,155.8	1,168.3
Perspectives—(52X)	29.4	68.1	344.9	463.6
Quest Magazine—(8X)A.	55.1	77.3	398.7	418.6
Reader's Digest:				
Canadian-English—A.	120.9	138.5	909.3	998.2
Canadian-French—A.	108.0	140.0	871.6	921.6
Toronto Life	132.0	153.0	1,225.0	1,119.0
Total Group	1,324.6	1,630.3	9,834.3	10,261.1
% change	−18.7%		−4.2%	
Civic/fraternal				
American Legion	36.9	33.0	338.7	292.9
Elks Magazine—(10X)	31.0	30.7	242.2	245.2
Kiwanis Magazine	—	—	—	—
Lion	9.5	6.3	73.3	57.9
Moose Magazine	28.0	28.0	190.0	190.0
Rotarian	19.7	20.4	155.6	169.4
V.F.W.—(10X)	32.2	27.2	289.7	277.0
Total Group	157.3	145.6	1,289.5	1,232.4
% change	+8.0%		+4.6%	
Comics				
Archie Comic Group—(6X)	—	—	50.0	50.0
DC Comics	8.0	7.0	80.0	75.5
Harvey Comic Group	—	8.0	72.0	88.0
Marvel Comic Group	10.0	12.0	109.5	114.5
Total Group	18.0	27.0	311.5	328.0
% change	−33.3%		−5.0%	
General				
Air Progress	14.7	15.6	188.5	195.7
American Forests	12.0	18.9	121.0	157.1
American West—(6X)	36.2	32.3	174.5	149.8
The Atlantic—A.	63.5	25.1	339.1	283.5
Audubon Magazine—(6X)	32.9	31.2	190.0	189.8
Bon Appetit—A.	—	—	—	—
Changing Times	45.2	41.8	407.2	330.0
Cuisine Magazine	58.5	66.1	405.7	493.0
Ebony	101.5	85.7	902.8	856.5
Fifty PLus	35.5	40.5	310.1	332.5
Games	39.6	39.6	206.9	144.3
Geo	—	—	—	—
Gourmet	114.3	104.5	742.5	719.8
Harper's Magazine—A.	17.8	25.2	185.7	—
Let's Live	73.1	89.8	789.3	937.0
Life	75.3	82.3	538.4	616.7
Modern Maturity	—	—	162.6	135.7
Moneysworth—(4X)	—	14.5	132.3	169.3
Mother Earth News—(6X)	44.1	48.4	301.9	311.2
Museum—(6X)	—	—	—	—
National Geographic	29.3	48.1	236.9	348.9
Natural History	42.2	50.2	353.8	407.3
Prevention	82.6	75.8	779.0	933.2
Psychology Today	37.0	49.5	369.0	491.6
Reader's Digest—A.	151.3	132.1	931.2	1,019.9
Saturday Evening Post—(9X)	57.6	44.4	396.2	364.5
Signature	66.6	69.1	593.9	572.5
Smithsonian	113.7	123.3	972.6	933.7
Success	30.8	28.2	323.0	326.1
Town & Country	221.5	271.4	1,528.4	1,545.1
Travel/Holiday	46.2	48.1	497.7	512.5
Travel & Leisure	126.8	130.0	1,016.0	1,061.3
Video	71.2	59.2	633.3	552.0
Video Review	64.5	75.8	665.4	587.6
Writers Digest	25.0	18.4	243.8	234.1
Yankee	140.6	149.8	950.6	1,003.2
Total Group	2,071.1	2,134.9	16,475.6	16,792.1
% change	−3.0%		−1.9%	
Home				
Americana—(6X)	34.8	31.7	201.1	196.5
Architectural Digest—A.	—	—	—	—
Better Homes & Gardens	136.8	177.8	1,238.8	1,347.9
Colonial Homes—(6X)	80.1	76.4	401.9	391.9
Country Journal	58.3	55.9	509.7	504.6
Country Living—E.	54.1	39.7	413.0	170.6
Dallas/Fort Worth Home & Garden	69.4	63.2	631.7	495.9
Early American Life—(6X)	30.6	33.0	204.7	223.6
Family Food Garden—(6X)	35.0	34.0	193.2	203.0
Family Handyman—(10X)A.	66.8	68.4	640.8	559.2
Flower & Garden—(6X)	—	—	226.8	215.5
Home	—	—	—	—
Homeowner's How To—(6X)	31.6	24.9	166.6	181.2
Horticulture	22.4	24.7	308.3	259.4
House Beautiful	—	—	—	—
House & Garden	93.8	145.9	925.0	1,172.0
Houston Home/Garden	124.2	152.8	1,254.0	1,153.3
Metropolitan Home	110.7	92.9	739.5	680.9
New Shelter—(9X)	50.0	45.2	390.5	387.6
1001 Home Ideas	30.3	27.4	292.8	280.8
Organic Gardening	61.2	62.0	744.7	791.6
Phoenix Home/Garden	47.5	49.1	532.0	419.6
San Diego Home/Garden	70.0	47.5	625.2	459.2
Southern Accents—(4X)	85.3	89.6	323.4	330.9
Southern Living	170.8	174.4	1,379.4	1,361.2
Sunset Magazine—A.	172.7	191.2	1,508.9	1,551.0
Texas Homes	85.5	86.7	855.4	798.7
Workbench—(6X)	73.9	69.8	384.8	376.2
Total Group	1,795.8	1,864.2	15,092.2	14,512.3
% change	−3.7%		−4.0%	
In-flight & other passenger				
Aboard Group—(7)—(4X)	—	—	154.7	146.3
Air Cal	66.9	56.3	620.2	642.9
Altair Away	3.0	—	6.9	—
Alaskafest	41.1	35.2	468.7	437.5
American Way	100.6	75.0	880.4	707.4
East/West Network:				
Amtrak Express	45.7	36.3	429.0	389.1
Continental Extra	61.5	50.5	598.1	565.0
Eastern Review	96.3	90.5	886.2	851.2
Ozark	49.5	42.2	464.8	493.2
PSA Magazine	94.8	96.8	927.6	973.8
Pan Am Clipper	46.5	55.3	434.7	635.7
Republic Scene	61.0	—	263.1	—
Texas International/-The Texas Flyer	68.3	67.3	699.9	647.3
United	90.8	80.3	834.5	830.9
USAir	62.8	60.4	530.1	537.5
Western's World	63.3	—	245.6	—
Halsey Publications:				
Delta Sky	56.2	51.0	488.3	454.0
Skylite—(6X)	18.7	14.0	81.5	65.5
Hawaii	13.5	25.7	217.9	295.6
Pace—(6X)	30.7	31.2	198.9	230.8
Spirit of Aloha	13.6	23.8	221.3	294.6
Southwest Airlines	105.8	93.5	1,062.8	870.2
Webb Publications:				
Frontier	37.7	42.8	425.7	396.3
Passages	28.3	37.5	321.9	349.5
TWA Ambassador	55.2	50.6	530.2	558.9
Total Group	1,311.8	1,116.2	11,993.0	11,373.2
% change	+17.5%		+5.4%	
Men's				
Complete Men's Group	21.5	23.0	247.3	243.8
Esquire—A.	80.5	69.2	705.5	432.0
Firehouse Magazine	50.3	45.2	562.3	526.0
Gentlemen's Quarterly—A.	130.5	151.3	1,204,1	1,179.1
Penthouse—A.	74.1	85.4	645.5	697.2
Playboy—A.	107.8	136.1	1,088.4	1,196.2
Total Group	464.7	510.2	4,453.1	4,274.3
% change	−8.9%		+4.1%	
Metropolitan				
Aloha—(6X)	44.1	35.8	184.1	163.8
Atlanta	68.8	100.6	725.2	903.4
Baltimore	82.7	101.6	658.1	773.8
Boston	184.3	162.8	1,436.7	1,404.3
California	90.3	92.2	772.8	709.7
Carolina Lifestyle	24.3	—	274.5	—
Charlotte	20.0	24.0	187.0	126.0
Chicago	196.3	203.8	1,558.3	1,576.2
Chicago's North Shore	103.8	73.6	783.1	682.4
Cincinnati	96.5	85.5	641.6	618.5
Cleveland	78.8	77.6	710.7	798.7
Coast	64.0	—	2,905.3	—
Columbus Monthly	72.5	112.0	817.7	1,040.4
Commonwealth	41.5	26.5	666.5	172.7
Connecticut	75.8	75.1	821.1	747.4
Country Life	71.0	—	274.0	—
Country Magazine	36.5	23.2	284.6	190.4
D/Magazine, Dallas/-Fort Worth	137.7	160.2	1,256.1	1,324.5
Denver	64.0	85.5	444.3	538.5
Exclusively Yours Wisconsin	78.3	79.0	843.1	965.8
Grand Rapids	41.5	44.3	468.0	486.6
Gulfshore Life—(10X)	43.0	64.5	541.5	543.5
Honolulu	113.8	128.3	758.9	852.8
Houston City	83.5	101.9	763.8	771.9
Indianapolis	47.9	40.8	573.6	538.5
Kansas City	29.3	30.4	275.7	233.6
Long Island Life	60.0	—	272.0	—
Los Angeles	242.0	255.0	2,156.0	2,208.0
Louisiana Life—(6X)	85.5	61.5	307.5	135.3
Madison	55.2	50.0	521.5	511.0
Miami	112.8	106.1	950.2	906.1
Milwaukee	35.9	28.4	323.0	109.3
Minneapolis/St. Paul	118.3	128.2	834.7	888.8
Monthly Detroit	78.9	70.0	607.9	505.8
Nashville	—	—	—	—
New Jersey Monthly	66.6	73.8	616.5	704.1
New Mexico	34.6	30.3	351.8	302.7
Ohio	39.3	28.1	428.8	342.8
Omaha	22.0	31.7	245.7	215.3
Oregon	19.5	26.9	225.7	266.5
Orlando	62.8	68.0	668.3	747.0
Pacific Northwest—(10X)	21.1	37.0	271.4	193.5
Palm Beach Life	92.3	103.5	783.7	812.2
Palm Springs Life	142.0	140.0	1,376.2	1,430.7
Philadelphia	155.5	157.9	1,048.6	1,535.3
Phoenix	96.6	101.9	875.4	971.3
Pittsburgh	71.6	80.7	551.0	472.9
St. Louis	74.0	87.0	707.2	807.3
San Diego	133.9	151.9	1,420.8	1,588.9
San Francisco	57.9	63.9	566.2	679.6
San Francisco Focus	66.3	58.4	431.0	417.0
Shenandoah/Va. Town & Country—(6X)	50.5	32.0	240.6	133.0
Tampa	35.6	35.2	350.2	297.8
Tampa Bay	15.9	36.7	293.4	457.4
Texas Monthly	184.7	219.0	1,441.3	1,587.8
Twin Cities	69.4	72.9	526.3	570.0
Washington Dossier	66.5	52.3	468.4	466.1
The Washingtonian	171.0	171.0	1,504.5	1,473.2
Total Group	4,528.4	4,468.5	40,365.1	37,900.1
% change	+1.3%		+6.5%	
Movie/romance/radio/tv				
Macfadden's Women's Group:				
Modern Romances	27.3	25.2	315.9	302.2
Secrets	27.3	25.2	315.9	302.2
True Confessions	28.3	27.4	329.6	319.1
True Experience	27.3	25.2	315.9	302.2
True Love	27.3	25.2	315.9	302.2
True Romance	27.3	25.2	315.9	302.2
Sterling Women's Group:				
Daytime TV	31.3	30.3	334.7	346.9
Modern Screen	—	—	230.4	229.5
Movie Mirror—(6X)	33.3	32.3	198.1	226.9
Photo Screen	33.3	—	163.4	158.4
Soap Opera Stars	24.3	25.3	248.7	307.0
Spotlight	33.3	—	196.7	163.5
TV Movie Screen	33.3	33.3	166.5	194.9
Teen Bag—(6X)	7.6	7.8	37.7	50.0
Total Group	361.2	282.4	3,485.3	3,507.2
% change	+27.9%		−0.6%	
Music/entertainment				
American Film—(10X)	53.3	35.7	246.8	234.5
Circus Magazine	29.3	34.0	327.8	249.5
Dance Magazine	61.5	63.2	662.1	654.7
High Fidelity	38.6	58.6	370.0	468.3
Musician	57.6	62.4	610.8	562.9
Playbill	71.0	81.5	600.1	609.0
Stereo Review	64.9	71.2	577.6	650.1
Total Group	376.2	406.6	3,395.2	3,429.0
% change	−7.4%		−0.9%	
Newspaper Sunday magazines/national				
Family Weekly—A.	72.2	92.2	826.8	937.9
Parade	64.2	78.7	738.2	795.4
Total Group	136.3	170.9	1,565.0	1,733.3
% change	−20.2%		−9.7%	
Outdoor & sport				
Alaska	40.7	44.3	497.7	439.8
American Handgunner—(6X)	43.1	41.8	226.6	244.1
American Hunter	21.8	15.4	198.1	159.1
American Rifleman	32.3	26.8	356.5	338.9
Backpacker—(6X)	—	—	240.1	212.3
Bass Master—(8X)A.	39.4	35.9	440.4	323.6
Bicycling—(9X)	79.4	64.8	760.8	644.5
Field & Stream	81.7	74.3	862.8	854.9
Fins & Feathers—A.	33.8	21.4	398.3	314.6
Fishing World—(6X)	17.6	21.0	194.9	183.2
Florida Sportsman	45.2	50.7	701.5	683.1
Flying	39.8	62.3	504.0	544.4
Fur-Fish-Game	35.3	37.3	298.4	290.4
Golf Digest	57.1	54.7	804.4	775.2
Golf Magazine	—	—	—	—
Guns	34.2	44.9	358.0	410.6
Guns & Ammo	68.2	53.0	573.2	549.8
Outdoor Life	72.8	69.9	771.5	760.7
Petersen's Hunting	53.1	45.3	450.3	383.6
The Runner	44.2	33.7	398.4	287.1
Runner's World—(13X)	46.2	39.6	430.5	408.0
Salt Water Sportsman	41.7	30.1	612.3	610.6
Shooting Times	40.5	35.1	376.1	399.7
Ski—(7X)A.	190.0	139.4	607.0	531.3
Skiing—(7X)	177.0	154.0	648.0	574.4
Skin Diver	68.0	52.7	716.5	651.3
Southern Outdoors—(8X)	41.2	30.7	379.3	343.1
Sport	53.3	41.7	447.5	388.2
Sports Afield	98.1	87.8	980.6	930.5
Spray—(10X)	—	—	403.1	354.6
Tennis	39.2	48.1	710.4	709.8
Western Outdoors—(10X)	23.2	17.6	322.2	315.1

(X) represents number of times published each year.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. Preprinted inserts included. E. Monthly since February, 1982. F. Name changed from Popular Electronics. G. Bimonthly in 1981. H. Three issues in September, 1981. I. Five issues in September, 1981. *All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine. **November/December combined issue.

(Continued on Page 38)

Advertising pages in November consumer publications

(Continued from Page 37)

	Pages			
	Nov. 1982	Nov. 1981	Jan.-Nov. 1982	Jan.-Nov. 1981
World Tennis	35.5	28.6	492.3	501.1
Total Group	1,693.6	1,502.9	16,159.7	15,117.6
% change	+21.0%		+7.0%	
Photography				
American Photographer	60.0	51.5	537.0	467.0
Modern Photography	—	—	—	—
Petersen's Photographic	51.6	56.8	484.9	506.6
Popular Photography	144.2	159.0	1,422.2	1,544.8
Total Group	255.8	267.3	2,444.1	2,518.4
% change	−4.3%		−3.0%	
Religious				
A.D. Magazine—(10X)	17.0	13.1	133.5	139.2
BBI Jewish Monthly—(10X)	22.8	28.2	228.1	219.5
Christian Herald	41.2	48.5	359.3	384.0
Christian Life	48.8	30.1	326.2	294.6
Christianity Today	119.0	102.8	753.4	762.9
Inside—(4X)	—	—	—	—
Moody Monthly	65.3	56.1	525.4	570.0
Total Group	314.1	278.8	2,325.9	2,370.2
% change	+12.8%		−1.8%	
Science/technology/-mechanics/electronics				
Computers & Electronics	70.3	60.8	638.0	654.8
Creative Computing	188.0	141.8	1,436.8	1,174.0
Discover	51.7	35.2	381.3	332.4
High Technology	61.1	38.5	275.5	95.8
Mechanix Illustrated	74.1	71.3	730.9	754.7
Omni	78.1	67.4	643.6	615.2
Personal Computing—F.	207.7	105.1	1,660.5	575.6
Popular Mechanics	110.2	118.9	1,122.1	1,166.8
Popular Science	95.6	91.2	911.9	846.2
Science Digest	34.7	31.3	319.2	397.6
Science 82	—	—	—	—
Scientific American	125.6	101.7	911.3	1,031.7
Technology Illustrated	—	—	—	—
Total Group	1,097.1	863.2	9,031.1	7,644.8
% change	+27.1%		+18.1%	
Women/fashion/service				
Bride's Magazine—(6X)A.	222.3	211.3	1,675.0	1,592.5
Co-ed—(10X)	38.3	49.2	324.2	344.9
Cosmopolitan—A.	206.1	225.6	2,094.1	2,176.2
Essence	86.0	85.3	902.8	889.1
Family Circle—A.	159.9	215.9	1,572.7	1,531.4
Glamour	167.4	198.9	1,760.6	1,943.9
Good Housekeeping—A.	234.2	232.2	1,848.7	1,893.0
Handmade—(4X)	37.3	19.0	115.8	45.0
Harper's Bazaar	144.2	178.4	1,385.9	1,207.6
Health**	48.0	35.6	332.3	303.8
Ladies' Home Journal	114.6	116.5	857.2	955.0
Lady's Circle	8.8	8.7	107.3	105.9
Mademoiselle	136.6	163.9	1,417.5	1,422.3
McCall's	132.3	136.4	958.8	1,075.7
Modern Bride—(6X)	146.5	144.5	1,440.0	1,302.7
Ms.	52.2	55.2	449.3	527.8
New Woman—G.**	44.5	59.5	484.0	288.4
Parents Magazine—A.	99.1	102.9	804.1	765.7
Playgirl	38.8	41.1	437.1	480.1
Redbook	98.9	113.9	172.4	1,059.3
Self	74.9	72.6	774.8	738.6
Seventeen	96.4	113.4	1,229.2	1,252.3
Soap Opera Digest	28.0	13.0	280.0	96.7
'Teen Magazine	51.2	55.5	521.2	519.1
True Story—A.	59.8	72.0	655.2	623.1
Vogue	296.3	353.1	2,585.9	2,519.0
W Magazine	110.3	127.0	1,015.2	867.7
Weight Watchers	26.1	23.2	318.3	262.3
Woman's Day—A. D.	148.9	110.6	1,362.8	1,379.3
The Workbasket—(10X)	50.2	47.9	385.1	381.5
Working Mother	99.5	88.0	773.8	559.0
Working Woman	138.8	96.3	922.9	697.0
Total Group	3,396.2	3,963.7	29,570.1	29,805.9
% change	−14.3%		−0.8%	
Youth				
Boys' Life	33.5	22.4	233.3	240.4
Campus Life	48.4	49.4	436.5	414.7
Total Group	81.9	71.8	669.8	655.1
% change	+10.1%		+2.2%	

October

	Pages			
	Oct. 1982	Oct. 1981	Jan.-Oct. 1982	Jan.-Oct. 1981
Business				
Atlanta Bus. Chronicle—(52X)	40.0	32.4	251.3	292.2
Barron's—(52X)	191.4	203.3	1,691.8	1,824.9
Black Enterprise	49.1	56.9	502.1	468.5
Business Week—(52X)A.	427.9	541.7	3,587.6	3,929.0
California Business	58.0	86.3	722.0	740.4
Capital District Bus. Review	25.0	29.0	309.0	259.0
Citibusiness—(24X)	88.0	39.6	737.0	380.6
Corporate Report/Kansas City	55.8	51.4	529.2	486.1
Corporate Report/Minnesota	83.9	81.2	801.1	822.0
Crain's Chicago Business—(52X)	134.1	115.4	1,053.4	894.1
Dallas/Fort Worth Business—(52X)	50.0	52.3	408.2	447.7
Dun's Business Month	92.4	91.5	695.7	724.6
Financial World—(24X)	99.1	119.9	198.8	773.0
Florida Trend	80.2	97.7	682.3	688.8
Forbes—(26X)	316.7	325.0	2,335.7	2,255.4
Fortune—(26X)A.	185.7	180.6	2,114.5	2,140.2
Hawaii Business	46.2	42.7	413.7	515.2
Houston Bus. Journal—(52X)	184.8	183.2	1,799.7	1,516.6
Inc. Magazine—A.	121.5	83.1	841.8	812.9
Income Opportunities—(10X)	48.2	54.3	383.9	404.2
Industry Week—(26X)A.	86.4	150.1	1,103.2	1,377.0
Indianapolis Bus. Journal	85.6	64.3	687.9	529.1
Money	152.6	117.7	1,052.3	929.3
Nation's Business—A.	44.5	55.7	352.2	418.0
New England Bus.—(20X)B.	75.3	55.4	639.2	486.2
Pacific Business News—(52X)	109.5	87.4	903.3	850.7
Pittsburgh Bus. Times—(52X)	59.1	27.1	446.8	62.5
St. Louis Business Journal	105.4	92.3	959.7	747.0
Texas Business	59.3	73.1	536.7	484.8
Venture	50.2	40.5	383.6	353.5
Total Group	3,205.9	3,231.1	27,123.6	26,813.5
% change	−0.7%		+1.9%	
Newspaper Sunday magazines/local*				
Arizona Republic—I.	105.9	99.7	931.6	1,088.6
Boston Globe	226.4	205.5	1,700.9	1,670.8
Chicago Tribune	113.4	129.7	944.2	1,110.6
Cincinnati Enquirer	102.6	105.5	793.7	956.8
Cleveland Plain Dealer	103.6	119.2	780.6	986.2
Columbus Dispatch	57.6	95.5	530.5	844.9
Dallas Times Herald—I.	78.1	104.9	729.2	862.2
Denver Post	130.6	186.1	1,205.0	1,827.9
Detroit News	110.2	139.7	866.8	1,210.3
Los Angeles Times Home Magazine	124.4	137.6	983.7	1,081.9
Louisville Courier-Journal	128.6	113.3	961.8	960.7
Miami Herald—I.	61.7	85.1	607.9	823.5
New York News	86.4	129.5	562.5	961.4
New York Times Magazine	448.6	441.5	3,375.9	3,564.0
Philadelphia Inquirer	73.1	79.5	680.8	734.5
Toledo Blade Magazine	50.5	54.7	456.3	586.6
Washington Post	150.7	170.1	1,177.5	1,327.2
Total Group	2,152.4	2,397.1	17,268.9	20,598.1
% change	−10.2%		−16.0%	
Weeklies, bi-weeklies, semi-monthlies				
The Advocate—(25X)	100.4	82.8	821.5	688.3
Army Times Military Group:				
Air Force Times—(52X)	138.9	142.3	1,419.5	1,431.4
Army Times—(52X)	138.7	141.0	1,394.7	1,410.1
Navy Times—(52X)	159.7	167.3	1,655.5	1,648.3
The Times Magazine	12.8	14.6	149.3	176.8
Autoweek—(52X)	112.7	129.7	1,232.7	1,143.7
The Blood-Horse—(52X)	551.5	792.8	4,540.8	4,548.0
Capper's Weekly—(26X)	27.4	18.3	246.1	213.9
Commonweal—(22X)	7.1	6.6	74.1	71.8
Grit—(52X)A.	29.8	24.3	264.8	225.5
National Review	46.8	45.0	285.3	275.4
New Republic—(46X)	42.0	28.4	300.5	213.6
New York Magazine—(50X)	239.8	228.5	1,928.6	1,752.6
New Yorker—(52X)	405.0	505.8	3,035.0	3,229.3
Newsweek—(52X)A.	312.1	295.1	2,175.2	2,462.9
People—(52X)	322.6	332.0	2,741.3	2,778.7
Rolling Stone—(25X)H.	92.6	145.4	863.4	850.9
Sporting News—(52X)	59.0	55.1	542.4	477.9
Sports Illustrated—(52X)A.	266.4	297.3	2,161.5	2,263.5
Time—(52X)A.	254.9	302.1	2,080.7	2,244.5
Travelhost—(52X)C.	3,045.0	2,056.0	25,738.8	18,870.1
TV Guide—(52X)A.	474.9	432.5	3,045.0	2,981.3
Us Magazine—(28X)	39.7	47.4	481.7	353.8
U.S. News & World Report—(52X)A.	189.8	185.8	1,378.7	1,419.7
Total Group	7,069.6	6,477.1	58,557.1	51,732.0
% change	+9.1%		+13.2%	
Foreign				
Buenhogar				
Central America	6.5	6.5	38.5	69.3
Chile	1.2	5.0	15.3	25.0
Colombia	88.8	87.2	569.7	536.8
Dominican Republic	12.2	9.8	135.5	112.7
Ecuador	23.3	13.0	126.0	95.7
Mexico	78.0	109.3	589.5	736.8
Peru	58.0	56.5	339.8	373.5
Puerto Rico	15.5	24.0	180.5	209.8
U.S.	6.5	9.5	69.5	81.0
Venezuela	68.7	75.0	385.3	432.5
Coqueta:				
Central America	—	—	5.0	1.0
Colombia	2.0	0.5	40.5	21.5
Mexico	6.5	12.5	62.8	93.0
Peru	—	—	5.0	—
Puerto Rico	1.0	1.0	16.0	16.5
Venezuela	7.0	9.0	55.5	77.5
Fascinacion:				
Central America	—	—	—	1.0
Colombia	15.5	21.5	92.8	99.2
Mexico	14.8	12.0	76.8	78.8
Puerto Rico	—	2.0	16.0	14.0
Venezuela	20.0	13.0	134.7	91.7
Geomundo:				
Central America	12.0	10.0	65.0	52.3
Chile	14.0	13.0	73.0	64.8
Colombia	20.5	23.0	147.8	130.0
Ecuador	9.0	10.0	49.0	44.5
Mexico	18.0	24.5	131.7	167.0
Peru	12.0	16.0	90.5	105.5
Puerto Rico	11.0	11.0	72.0	53.3
Venezuela	21.2	23.0	165.0	132.3
Hombre De Mundo:				
Central America	6.5	10.7	53.8	75.2
Chile	8.5	10.7	53.0	67.2
Colombia	19.7	30.8	137.2	158.8
Ecuador	6.5	10.7	45.8	65.7
Mexico	28.5	50.2	199.3	263.0
Peru	10.0	14.7	64.8	107.7
Puerto Rico	9.5	15.7	82.8	119.3
Venezuela	36.0	34.7	288.5	182.7
Ideas Para Su Hogar:				
Central America	—	2.0	6.0	8.7
Chile	1.0	1.0	8.0	12.5
Colombia	63.5	69.5	340.7	298.3
Dominican Republic	—	1.0	3.0	16.0
Ecuador	6.0	8.0	73.7	24.7
Mexico	31.7	43.5	228.8	228.0
Peru	14.8	31.0	127.5	145.0
Puerto Rico	1.0	7.5	17.5	33.8
Venezuela	34.3	39.2	251.0	191.2
Intimidades:				
Central America	1.0	2.0	16.0	18.0
Chile	1.0	—	5.5	2.0
Colombia	1.0	1.0	16.0	17.5
Mexico	3.5	7.0	46.5	57.0
Puerto Rico	2.0	3.0	27.0	31.5
Venezuela	6.0	15.0	56.5	108.5
Mecanica Popular:				
Argentina	11.3	18.2	89.3	127.2
Central America	20.5	27.8	174.7	212.3
Chile	10.7	11.0	67.0	63.5
Colombia	30.3	35.8	227.8	270.0
Mexico	23.8	33.5	226.8	287.0
Peru	33.0	39.3	251.3	287.7
Puerto Rico	17.5	24.5	159.2	206.0
Venezuela	33.5	38.8	260.3	288.0
The Ring en Espanol:				
Mexico	1.0	3.0	15.0	19.0
Puerto Rico	5.0	4.5	37.5	24.0
U.S.	5.0	3.0	45.5	22.0
Venezuela	3.0	4.0	31.0	28.0
Vanidades Continental:				
Central America	16.0	34.3	154.3	242.7
Chile	11.3	23.0	133.8	172.8
Colombia	124.3	140.5	896.2	877.8
Dominican Republic	18.5	17.0	278.2	232.7
Ecuador	26.5	23.7	220.0	230.2
Mexico	143.3	210.7	1,160.2	1,367.0
Peru	62.3	58.5	446.8	450.0
Puerto Rico	33.5	59.5	426.8	530.5
U.S.	50.5	48.8	527.2	399.2
Venezuela	121.0	114.7	799.8	744.5
Cosmopolitan Foreign Editions:				
Australia	105.4	95.5	634.8	578.2
Brazil	76.0	61.5	504.6	382.0
France	151.7	144.0	1,009.6	889.0
Germany	44.6	18.9	246.1	121.1
Great Britain	157.0	176.0	1,103.0	1,161.0
Greece	63.0	52.0	516.0	417.0
Holland	40.0	—	210.0	—
Italy	123.7	112.0	717.7	864.9
Japan	40.0	49.0	356.6	306.3
Cosmopolitan en Espanol:				
Central America	4.3	6.5	35.2	52.7
Colombia	28.7	23.2	203.3	198.7
Ecuador	1.8	4.2	28.8	23.2
Mexico	83.5	111.8	659.5	703.2
Peru	13.5	15.5	132.3	145.5
Puerto Rico	22.7	31.3	251.8	339.7
U.S. (Spanish language)	18.5	19.3	182.7	148.3
Venezuela	40.5	43.3	297.8	262.8
International Communications:				
African Business	23.3	24.5	305.0	305.7
Al-ktissai Al-Arabi	—	—	—	—
New African	34.8	21.8	231.3	236.1
The Middle East	30.0	41.0	225.4	256.0
International Herald Tribune	115.5	117.4	917.2	1,014.1
International Management:				
Africa	18.7	17.2	138.8	133.7
Europe	56.0	84.5	401.8	428.5
Latin America	16.2	12.3	133.5	132.3
Middle East	23.0	21.8	207.2	194.2
Pacific	21.7	21.2	170.5	174.7
Johnston International:				
Alam Attijarat	90.6	99.3	708.1	716.9
Modern Africa	43.3	52.8	176.1	193.3
Modern Asia	42.5	72.8	356.6	487.1
Ejecutivo	14.2	—	116.5	—
Newsweek International—A.:				
Atlantic	123.0	151.1	838.4	889.5
Latin America	45.5	50.2	272.6	398.6
Pacific	109.9	93.0	705.4	756.5
Progreso—(9X)	20.8	27.8	124.7	143.3
Reader's Digest:				
Arabic	—	13.5	119.0	193.0
Asian	234.0	262.5	1,942.0	1,824.2
Australian	79.5	108.8	741.2	786.4
Belgian-Flemish	110.0	123.0	690.0	819.0
Belgian-French	90.0	96.5	863.0	675.0
British	101.8	75.5	556.8	602.2
Chinese—B.	117.0	131.5	886.5	1,044.3
Danish	18.5	26.0	315.5	511.4
Dutch	90.8	105.5	428.7	479.8
Finnish	57.8	45.5	511.1	497.1
French	89.3	105.6	663.9	699.5
German	93.8	107.2	706.3	706.6
Greek	11.5	—	99.5	—
Iberian	58.0	63.5	270.0	408.3
Indian-English	71.5	91.0	808.0	862.5
Indian-Hindi	13.5	30.5	157.0	258.0
Italian	76.0	73.5	554.5	532.5
Japanese	45.9	50.2	472.2	505.8
Korean	24.3	15.5	201.7	175.0
Latin American:				
Argentina	26.5	30.0	173.5	282.0
Brazil	12.0	10.5	120.8	73.8
Central American	20.0	29.0	143.0	190.0
Chile	27.0	35.5	204.0	308.0
Colombia	81.0	75.5	454.0	493.0
Ecuador	20.0	20.0	130.0	151.5
Mexico	72.9	81.7	608.0	569.5
Peru	20.0	22.0	132.5	148.5
Puerto Rico	19.0	16.0	121.5	102.0
U.P.B.	25.5	32.0	161.5	230.0
U.S. Spanish	11.0	24.5	159.0	171.5
Venezuela	35.5	35.5	223.5	216.5
Portugal	36.5	46.0	410.6	412.8
New Zealand	100.5	97.0	698.5	591.8
Norwegian	66.5	67.3	450.9	393.2
South African	161.5	134.0	1,109.0	902.5
Swedish	34.5	17.0	261.5	256.1
Swiss-French	41.0	53.0	323.0	359.0
Swiss-German	47.0	61.0	391.0	411.2
Time International:				
Time-Asia	154.2	131.1	975.9	944.9
Time-Atlantic	125.9	151.1	1,033.9	1,062.7
Time-Canada	212.6	252.0	1,468.0	1,410.0
Time-Latin America	79.3	115.6	665.0	784.5
Time-South Pacific	228.3	204.6	1,507.9	1,518.8
Visao—(52X)	172.3	139.5	1,657.3	1,368.8
Vision/Latin America—(26)A.	56.3	62.2	380.7	438.2
Total Group	6,079.9	6,505.5	44,688.3	53,656.0
% change	−6.5%		−16.7%	

Burke reflects on Tylenol woes

NEW YORK—Despite deep involvement with his company's Tylenol rehabilitation effort, James Burke, chairman of Johnson & Johnson, insisted on carrying out his responsibilities as dinner committee chairman for the annual Advertising Council Award Dinner at the Waldorf-Astoria here on Nov. 17.

At the dinner, where Frank Cary, chairman of IBM Corp., received the council's 1982 Public Service Award, Mr. Burke delivered a tribute to the IBM leader and, in so doing, related the occasion to his thoughts on the Tylenol situation. He reminded the audience it was just seven weeks ago when "one of our products was used as a murder weapon" and the first deaths occurred among those who inadvertently used cyanide-laced Tylenol Extra-Strength capsules.

Mr. Burke said that on Saturday of that weekend, he and his wife were to be honored at a dinner party in Princeton, N.J., and as they left their house, with the harvest moon glowing, he turned to her and said, "You know, for some reason I don't quite understand, it seems that we're living on the dark side of that moon."

Contrasting that dinner with the Ad Council dinner, he said that on leaving for the Waldorf, he was able to say to his wife, "This is the first good thing that's happened in seven weeks." Mr. Burke went on to explain, "No matter how fragile we think our society is, it is going to survive. It will survive because of the likes of Frank Cary, who we're honoring tonight, and organizations like the Ad Council."

In his talk, Mr. Cary went out of his way to hail Mr. Burke, stating that "no chief executive officer has faced such an unprecedented crisis." The IBM chairman added, "His leadership has been brilliant." Mr. Cary also pointed out that J&J has "used its advertising not as a substitute for action but as a vehicle to deliver information, and it has done this brilliantly and clearly."

At J&J headquarters, however, Mr. Burke is said to favor holding back on resumption of regular product advertising for Tylenol. Mr. Burke appears to rely instead on personal appearances on national talk shows. In addition to network newscasts, he has appeared on the syndicated "Donahue" show and is scheduled to appear on CBS' "60 Minutes."

Financial analysts say they think J&J has no choice but to return to consumer advertising quickly despite any possible risks. "The longer they stay off the airwaves with advertising, the more market share they will lose," predicted one analyst.

He pointed out American Home Products has stepped up spending dramatically for all Anacin products, particularly Anacin-3 nonaspirin, and is couponing heavily.

Interestingly, although AHP is still using actress Patricia Neal in Anacin advertising, it has dropped the "fight back" theme, a phrase that has been used frequently in press coverage of Tylenol.

Schering-Plough also is introducing a St. Joseph nonaspirin for adults nationally, and Bristol-Myers has broken new ad campaigns for both Datril nonaspirin pain reliever and Excedrin PM, highlighting its aspirin-free formula. Previous advertising for the latter did not mention it was aspirin-free and urged, "get the bedtime strength of Excedrin PM."#

Analgesic $ shares in four U.S. cities

(Food stores only)

Brand	Prepoisoning*	week 1**	2	3	4	5
Tylenol	46.7%	35.9%	6.5%	9.6%	13.7%	17.9%
Anacin	15.2	15.5	29.2	29.4	24.1	21.6
Excedrin	10.1	11.6	18.8	16.2	17.4	14.9
Bufferin	9.6	11.4	17.7	16.9	17.8	16.0
Bayer	8.6	9.1	13.2	13.4	13.4	15.2
Nonaspirin	50.5	43.6	18.4	22.1	22.7	25.1
Aspirin	49.5	56.4	81.6	77.9	77.3	74.9

*Eight-week average prior to the poisonings.
**The week the poisonings occurred.

Note: Before the poisonings, the Tylenol tablet share was 22.2%; it has returned to 17.8% for the latest period. (Obviously, there is no capsule share since the new bottles are currently being placed on retail shelves. Nationally, 51% of analgesics are purchased through food stores, 39% through drugstores and 9% through mass merchandisers.

Source: Information Resources BehaviorScan report.

Burnett boosts Muse, bolsters creative

CHICAGO—In what it says is an effort to get more "creative firepower" into its international advertising product, Leo Burnett Co. has named Norman Muse to the new post of vice-chairman and chief creative officer.

Mr. Muse, 48, had been president of the agency's domestic unit, Leo Burnett USA, since August, 1981, when the agency split into two autonomous operations.

"Moving Norm Muse up there gives us some additional help across the board, especially on international clients," agency chairman-chief executive officer John Kinsella said in discussing a series of management changes made last week.

Elected chairman-chief executive officer of the domestic agency is Hall (Cap) Adams, most recently exec vp-marketing services. Mr. Adams, 49, takes a position vacant since the death last February of Eugene McKeough.

According to Mr. Kinsella, the agency waited this long to replace Mr. McKeough so that Mr. Adams (in taking on the responsibilities temporarily) could familiarize himself with the domestic operation. It also gave Mr. Adams and two other executives promoted in August, 1981, a chance "to develop some continuity and evolve into a new organization as opposed to just throwing everyone up and starting all over."

The two executives he refers to are Richard Stanwood, 55, who was named to take Mr. Muse's post as president of Leo Burnett USA and given the additional title of chief creative officer, and Tom Heath, 52, who was appointed to the new post of vice-chairman of USA, with responsibility for client and marketing services.

Mr. Stanwood had been exec vp-creative services, and Mr. Heath had been exec vp-client services for the past 11 months. They both will report to Mr. Adams.

Mr. Muse, Mr. Adams and Al Wiggins, chairman-chief executive officer, Leo Burnett International, will report to Mr. Kinsella. Jack Kopp remains chairman of the board and of the executive committee.

Plans for replacements for Messrs Adams, Stanwood and Heath were not revealed, but an announcement of more new appointments is expected this week.#

Taco Bell picks Tracy-Locke

By RUTH STROUD

PepsiCo's Taco Bell, hoping to increase its leading share of the Mexican fast-food market, has named Tracy-Locke/BBDO, Dallas, to handle its almost $20 million account.

T-L also is agency for Frito-Lay, another PepsiCo unit, but that was "totally irrelevant" to the choice, which was based on evaluation of media, creative, promotion and personnel, according to Taco Bell vp-marketing Richard Deleguardia. The agency's BBDO affiliation and proximity to key Taco Bell markets were also factors.

The chain is headquartered in Irvine, Cal.; it earlier split with Grey Advertising, Los Angeles, reportedly over creative differences (AA, Oct. 18).

Others competing for the account included Foote, Cone & Belding/Honig, San Francisco; Ogilvy & Mather, Los Angeles, and Doyle Dane Bernbach/West, Los Angeles. FCB, whose Chicago office is already the agency for Pizza Hut, another PepsiCo unit, was given an edge by some insiders.

■ PH president Art Gunther's presence during the presentations at the request of PepsiCo foodservice division president Don Smith was not a factor, Mr. Deleguardia claimed. "Art was invited to participate so we could call upon his expertise, but he wasn't in on the decision," he said.

Taco Bell, with about 1,600 stores in 46 states, is the undisputed leader in the Mexican fast-food segment, with a market share "in the 50% range," Mr. Deleguardia said. Since the Purchase, N.Y.-based PepsiCo acquired Taco Bell in 1978, the company has almost doubled its outlets and seen its budget jump from about $3.5 million in 1978 to close to $20 million projected for 1983. Still, the agency switch and other signals seem to indicate that PepsiCo feels there is even more growth potential there.

While new products, facades and drive-through stores are in the works, Taco Bell plans to stick with its "core business"—Mexican-style fast-food—for the moment. "That doesn't mean that we won't ever branch out, though," Mr. Deleguardia remarked.

S&O Consultants, San Francisco, is working on a new identity project for the chain which sources say is "dramatic" and will give it a more upscale image without backing away from the ethnic theme.#

Schering-Plough drops two

MEMPHIS—In one fell swoop last week, Schering-Plough eliminated Marschalk Co. and Foote, Cone & Belding, both New York, from its agency roster. It reassigned products from those agencies to the Bloom Agency, Dallas, and Warwick Advertising, New York.

Bloom captured almost $20 million of the business with the assignment of Aftate, Feen-A-Mint, Tropical Blend and Solarcaine from Foote, Cone & Belding, and Maybelline Moisture Whip cosmetics, Daydream fragrance and unidentified new products from Marschalk. Bloom already handles Schering-Plough's Di-Gel and some new product assignments.

Warwick, on Plough's roster since 1967, picked up Maybelline's Ultra-Slim lipstick, Brush/Blush brands, Kissing Glosses, Shine and Shape, Cover Stick and unidentified new products. All came from Marschalk and are Warwick's first Maybelline division assignments.

Warwick also gained Coppertone Shade products and Regutol laxative from FCB, and a new product: St. Joseph aspirin-free analgesic tablets for adults.

Spending on the Warwick portion was not disclosed. But in 1981 the bulk of those brands received around $1.5 million in measured media support, according to Leading National Advertisers.#

Della Femina/McNamee debuts

NEW YORK—Jerry Della Femina, chairman-partner of Della Femina, Travisano & Partners, and Louise McNamee, Della Femina senior vp-research, have formed a new company called Della Femina/McNamee Marketing. While both Mr. Della Femina and Ms. McNamee will continue in their current posts, Ms. McNamee will serve as president of Della Femina/McNamee.

The new company will offer marketing, research and creative services consulting on a project-by-project basis. According to Mr. Della Femina, the parent agency has had a longstanding policy not to take on any business unless it is named the full-service agency of record.

The new unit is based at the parent company's offices at 625 Madison Ave., 10022.#

Apollo seeks reorganization

DALLAS—Games by Apollo, a marketer of home videogames, filed a petition for reorganization under Chapter 11 of the Federal Bankruptcy Code. The filing followed a lawsuit by its agency, Benton & Bowles, seeking to stop shipment of Apollo's cartridges.

According to sources, Benton & Bowles stands to lose $2.8 million in unpaid bills as a result of Games by Apollo's shutdown. B&B also has pulled all current advertising.

The year-old company named the New York agency last July to handle its estimated $20 million account, beginning with a $7.5 million pre-Christmas drive.

Apollo had claimed to have had a hot start this year in terms of retail sales, and had projected continued brisk growth at retail—$30 million-plus—for September to January.#

Kodak int'l account open

(Continued from Page 1)

changes will be fully operative by mid-July.

The move is held to be long overdue. The company is described by industry observers as somewhat gangling in its international approach. "Look, 40 agencies is a hell of a lot," says one analyst. Sources say any coordination has been difficult owing to the fact that many of the agencies are local, and thus operate without regard to an overall worldwide marketing blueprint in some instances.

Kodak has shown signs of becoming more aggressive, both domestically and abroad, for some time now. Although still commanding some 40% of the worldwide photographic business, the company seems increasingly aware that even a lofty pinnacle can be vulnerable. Analysts cite the fact that competitors, such as Fuji and Agfa-Gevaert, recently have been looking alarmingly alive and feisty.

In the last month, Kodak has announced specific agency reviews in England and Germany. Lintas, Hamburg, is losing its $6 million Kodak account, and Kodak is reviewing its $8.5 million London account, which for the past four years has been at McCann-Erickson. Kodak declined to name the other countries involved. Both J. Walter Thompson Co. and Young & Rubicam handle Kodak advertising here and abroad. McCann handles only Kodak international business.

At any rate, sources predict that the current review is Step 1 in the ultimate consolidation of its worldwide advertising, with the three slugging it out next month. And the fight promises to be hot: "Oh, for sure," said an agency exec not involved in the review. "The chance to get your hands on this type of multinational business just doesn't come around that often."#

Also contributing to this report: AA International editor Dennis Chase.

Ad Age on the air

NEW YORK—Discussions of some of the significant events reported in the latest issue of ADVERTISING AGE are aired here each Wednesday evening over WMCA Radio. Bob Grant's hourlong "Special Edition" program, from 6 p.m. to 7 p.m., is co-anchored by Fred Danzig, AD AGE executive editor. The format offers "live" telephone or studio interviews with executives who figure in news and feature stories that appear in each issue of AA, followed by a late update of advertising news prepared and delivered by AA news editor John J. O'Connor.

Campbell

(Continued from Page 2)

soup growth with new varieties, Crispy soups, low-sodium varieties, a "homestyle" line. It is currently testing Chunky for Cooking in two small markets.

The company's annual report noted that marketing expenditures for soup in fiscal 1982 totaled $57 million, up 45% over the previous year.

The company's success with Prego spaghetti sauce—it is now said to be No. 2 behind Chesebrough-Pond's Ragu—is expected to prompt a host of Prego items, ranging from soups to Italian frozen dinners and other tomato-based products.

The company's internal growth has been complemented by acquisitions that have included Costa Apple Products as well as Mrs. Paul's and Snow King.#

C2710-1 11/30/82

Koenig keeps on thinking small — Page 3

Miller revs up its air 'squadron' — Page 10

Advertising Age

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Parts may be revived following consent settlement

NAB studies future of code

By STANLEY E. COHEN

WASHINGTON—The antitrust lawsuit over tv code time standards has finally been settled, and the National Assn. of Broadcasters will weigh the prospect of resuming self-regulation.

The tv and radio code boards will meet shortly to discuss the prospects, and an initial proposal may be ready for the full NAB board of directors when it meets at Puerto Vallarta, Mexico, the week of Jan. 16.

Earlier there were indications that influential NAB members welcomed the opportunity to be rid of the costly code operation. Lately, however, there appear to be some second thoughts on the subject, as NAB hears from powerful special-interest groups which are uneasy about possible erosion of continuity acceptance standards.

Clayton Brace, vp-general manager, KGTV, San Diego, the tv code review board chairman, said he remains persuaded that there is a place for some regulation agreed to by members. What this can be, however, in view of the legal risks, will depend on what the lawyers have to propose when the tv and radio code boards meet for their briefing.

At present, the codes are in abeyance, suspended since mid-year after federal district court Judge Harold H. Greene ruled that piggyback provisions are a per se antitrust violation. Except for Jerry Lansner, the code director, the code staff has already been dismantled, so a decision to resume would involve putting Humpty Dumpty back together again.

Mr. Lansner is among those who are hopeful that "the phoenix will rise out of the ashes with most of its feathers intact." But he foresees lots of uncertainty and serious work. Initially, perhaps, a statement that the board of directors could consider in January supporting additional work toward a new code, as a prelude to the more detailed proposals which would be developed later.

The settlement negotiated by NAB and the Justice Department, and accepted by Judge Greene last week, ends the antitrust suit by barring NAB from promulgating and enforcing rules related to time standards and piggybacking. Earlier, Judge Greene ruled that the piggyback provisions of the code are per se law violations and that other time standards should be tested in court because they seem to be equally illegal.

Under the consent settlement, NAB specifically promised the Justice Department it would stop

(Continued on Page 68)

Stewart's Ford ads irk ABC

By ROBERT RAISSMAN

NEW YORK—ABC Sports may sever its relationship with Jackie Stewart due to the three-time world champion race car driver's new role as on-air spokesman for Ford Motor Co.

Irv Brodsky, a spokesman for ABC Sports, said network executives believe Mr. Stewart, who is an analyst on ABC's coverage of all major automobile races including the Indianapolis 500, already may have lost his credibility and compromised his position as an objective commentator by appearing in the spots that began in late September.

"As a result of his participation [in the Ford commercials], there is a good possibility that he will not be doing auto racing with us again," Mr. Brodsky said. Mr. Stewart is not scheduled to appear in any of ABC's upcoming racing telecasts.

Mr. Brodsky said that a clause in Mr. Stewart's contract with the network stipulates that he is supposed to notify ABC before entering into any endorsement agreements. In the case of the Ford commercials, Mr. Brodsky said that Mr. Stewart did not contact the network.

Bud Stanner, Mr. Stewart's

(Continued on Page 69)

Advertisers in syndication shift

By CRAIG REISS

NEW YORK—Advertisers and programers are predicting bumper years ahead for original syndicated properties as broadcast network inventories tighten up.

Predicted increased advertising spending next year, coupled with shrinking network inventories, will force advertisers to move large portions of their revitalized media budgets into alternative advertising avenues, several agencies and advertisers maintain.

As a result, major tv advertisers, unable to spend all of their money in network tv, are expected to search out original syndicated properties to handle the overflow of tv dollars.

According to agency and client sources, an economic rebound in 1983 would unleash pent-up media dollars over the next two years when network inventories will shrink due to upfront buys for the 1984 Olympics and the startup of political advertising for the 1984 national elections.

The impact of the shrunken network availabilities is being compounded by the increasing number of new national advertisers on network tv, including home computers and videogames, sources note. The higher number of advertisers competing for a smaller network inventory will spark the laws of supply and demand and allow networks to continue the trend set this year for double-digit price increases in the upfront markets.

Phil Guarascio, senior vp-director of media management at Benton & Bowles, whose programing subsidiary, Telecom, last month syndicated "Golden Showcase: Shock Trauma" for General Foods, said: "Whenever there is exaggerated pressure against the network marketplace, syndication does better, especially considering the networks' asking price. It is very possible that advertisers will get into original syndication. That's already happening with advertisers expressing interest in some properties. But advertisers can't just turn on the programing tap. They're limited by what's available."

The nation's leading tv advertiser, Procter & Gamble, has already gotten into the act; it is producing original made-for-tv movies for syndication. The first

(Continued on Page 70)

last minute news

AHP tries aspirin-free Arthritis Pain Formula

NEW YORK—American Home Products has introduced an aspirin-free version of its Arthritis Pain Formula. Actor Robert Young, formerly the spokesman for General Foods' Sanka coffee, is featured in a tv spot, referring to the product as "effective medicine you can trust." Kornhauser & Calene here is believed to be handling.

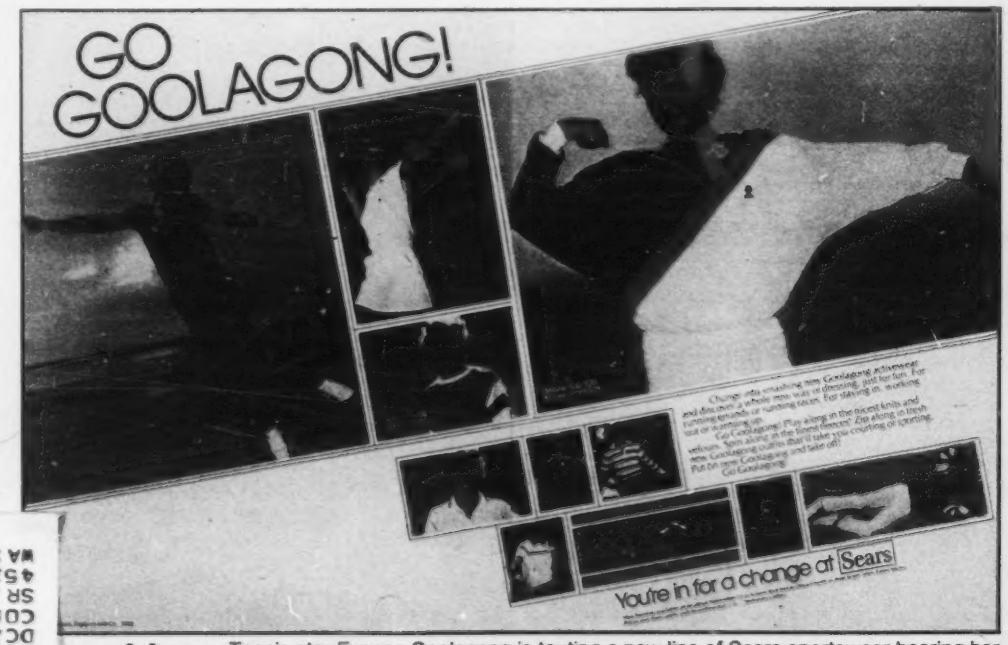
Wilton, Coombs shop talking with Eisaman

SAN FRANCISCO—Wilton, Coombs & Colnett is reportedly in talks with Eisaman, Johns & Laws, Los Angeles, concerning a possible linking. WCC held similar talks with N W Ayer last year, but the deal never went through. WCC bills around $14 million. Clients include Hewlett-Packard.

Restaging has Agree aiming for younger market

RACINE, WIS.—S.C. Johnson & Son will restage Agree shampoo and conditioner in January, aiming it at a younger audience. New advertising, packaging and promotional programs will be directed at a 12-to-24 age

(Continued on Page 8)



Smashing Tennis star Evonne Goolagong is touting a new line of Sears sportswear bearing her name. Apparel ads are first from NH&S/USA. *(Story on Page 71.)*

NEWSPAPER
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M
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Join the pain reliever onslaught

Datril, new St. Joseph rushing after Tylenol

By NANCY GIGES

Two additional brands, St. Joseph and Datril, are joining a growing list of pain relievers whose nonaspirin formulas are being promoted to consumers over the nation's airwaves.

The heavier promotion of analgesics continues as Chicago Mayor Jane Byrne last week lifted her ban on the sale of McNeil Consumer Products' Tylenol line, provided they are packaged in tamper-resistant containers. Sales have not been allowed in Chicago since Tylenol cyanide poisonings occurred in late September.

Schering-Plough, Memphis, is promising ad spending at a $20 million annual rate to introduce new St. Joseph maximum strength nonaspirin, and New York-based Bristol-Myers has broken its first major advertising in four years for its Datril, urging consumers to "ask your doctor about Datril."

This marks the first major ad support for the brand since it lost a head-to-head battle with Tylenol in the 1970s.

The new Datril 500 ads, by Kenyon & Eckhardt, show a woman asking, "I want an aspirin-free pain reliever. What do I do now?" An announcer responds: "Ask your doctor about Datril." The spot notes that it "contains the same aspirin-free pain reliever hospitals use most. . .you can't buy a stronger aspirin-free pain reliever."

The commercial includes a demonstration of how the package is "factory-sealed" in a shrink-wrapped box. Newspaper ads with a similar theme also are running.

The Datril brand was launched to much fanfare in the mid-'70s with a comparative price campaign against Tylenol. Johnson & Johnson responded to the aggressive new competitor by lowering the price of Tylenol, and B-M's price positioning lost its impact. The company then couldn't come up with the right advertising to make the item profitable.

The company called on actor John Wayne to tout extra-strength Datril 500 as "strong medicine for a headache, but it's gentle." But that campaign did not work out. B-M later tried a comparative print campaign against two prescription pain relievers. By 1979, all advertising support was dropped.

The St. Joseph campaign is expected to break in about one month. Schering-Plough has told the trade that it will spend $7 million during the first four introductory months. A full range of promotional activities is planned, including sampling and couponing.

The St. Joseph line also is being expanded to include a children's nonaspirin chewable tablet as well. These products are assigned to

(Continued on Page 69)

Try, try again

Bristol-Myers, sensing opportunity for its Datril, is making another run at Johnson & Johnson's Tylenol with ads raising the question: "What do I do now?" The pain reliever's sealed box also is highlighted. Kenyon & Eckhardt, New York, handles.

"I want an aspirin-free pain reliever. What do I do now?"
Ask your Doctor about Datril.
Extra Strength Datril is 100% aspirin free.
Extra Strength Datril tablets contain the same pain reliever hospitals use most.
You can't buy a stronger aspirin free pain reliever without a prescription.
Look for Extra Strength Datril from Bristol Myers.
Datril 500 Extra-Strength
Factory sealed for safety.
Save 25¢ on Datril ASPIRIN FREE TABLETS
25¢
Good on any size except trial size.

'Nation's Business' shortfall irks buyers

By RICHARD L. GORDON and STUART J. ELLIOTT

WASHINGTON—There will be a new rate base and new ad rates on Jan. 1 at *Nation's Business*, the monthly magazine of the United States Chamber of Commerce, as its managers face up to a dramatic plunge in circulation.

Meanwhile, the chamber is promising space credit rebates to advertisers and said a number of steps are being taken to reverse the circulation declines.

Disclosure of plans for the January rate card changes, six months ahead of schedule, and the rebate promise were parts of an effort by the chamber to control the damage done by having its circulation woes sprung on advertisers via a front page story in the *Washington Post*.

Media directors of ad agencies which have purchased space in *Nation's Business* for their clients reacted with surprise, dismay and, in some cases, harsh words, to news of the magazine's unreported major shortfall in circulation.

"At worst, it's downright dishonest," said Eugene McCarthy, senior vp-director of media/marketing services, J. Walter Thompson USA, Detroit, "and at best it shows terrible mismanagement."

The *Nation's Business* flap is the latest in an epidemic of bad news at the chamber, much of it recession-related. At the highest level, its president, Richard Lesher, barely emerged with his job intact in a fight this fall over operating deficits, caused in part by the slow takeoff of a pet Lesher project, the lavishly funded Biznet private tv network.

Leaked documents suggested not only that *Nation's Business* has not been meeting its circulation guarantees, but that some chamber execs had been alarmed about the accuracy of its circulation numbers as long as a year ago. Shortly be-

(Continued on Page 69)

highlights

Monday, November 29, 1982

As Goodyear increases its ad budget across the board, performance and light-duty truck tires will get most of the attention. *See Page 6.*

Adman Harvey Cohen, in one year, has gone from working on American Telephone & Telegraph's "reach out" campaign to engineering one of the biggest political upsets of 1982—the election of Mario M. Cuomo as New York governor. *See Page 12.*

Cable tv networks may be facing a shakeout, but the nets offering regional sports coverage look to be among the survivors. *See Page 14.*

Under fire over the safety of their products, U.S. marketers of kerosene heaters may see their ranks reduced unless a predicted frigid winter spurs heavy consumer demand. *See Page 22.*

Eight Lisbon ad agencies are threatening to wage a "defensive" price war against Lintas Agencia Internacional de Publicidade if it does not shut down its new media buying and planning shop. *See Page 24.*

After a sluggish and disappointing 1982, newspapers around the country are looking with optimism at a first quarter in 1983 that many expect will signal a rebound in newspaper advertising linage. *See Page 28.*

Tough times and tougher competitive conditions have called into question some articles of faith in advertising and promotion for those in the cosmetics industry. *See Page 32.*

Cigaret price increases that already have occurred, as well as those that are anticipated in the next several months, have resulted in a current high-inventory situation. *See Page 34.*

The government's latest tally of U.S. cigaret advertising and promotional spending puts the 1980 total at $1.24 billion, with newspapers back in the top spot as the industry's biggest ad buy. *See Page 34.*

Some midseason prime time network tv replacement series are now emerging, at least in some admen's estimation. *See Page 70.*

CORPORATE CLOSEUP

The ability of MCI Communications to move quickly and decisively has kept the long-distance telephone company out in front of its competition. But can it maintain that pace as it moves into new fields? *See Page 4.*

VIDEOTECH

Although ABC Video Enterprises' Home View Network plans to begin marketing its concept in January, it has yet to contract for any programing and has not been able to demonstrate its special decoding boxes to the Hollywood movie studios. *See Page 43.*

As CBS-TV's $15 million "The Blue and the Gray" miniseries wound down to hefty ratings, ABC-TV was looking forward to even loftier Nielsens for its own lavish miniseries, "The Winds of War." *See Page 50.*

Group W is beginning nationwide continuous telephone interviews with both subscribers and nonsubscribers in the communities it serves, to determine information on viewer preferences. *See Page 50.*

MAGAZINE

The Time Inc. "mystique" manifests itself in a corporate culture that instills a keen sense of belonging, loyalty and pride of association with the huge—and continually growing—communications empire. *See Page M-4.*

Marketing to Blacks: Although the black consumer market is impressive in its numbers and spending power, efforts to target it are still off base. *See Page M-9.*

Who's the fairest of them all? Creative directors at some ad agencies judge the best tv commercials of 1982. *See Page M-24.*

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CIGARET OUTPUT BY COMPANY; UNIT VOLUME COMPARISONS
THE TOP 10 BRANDS; LOW-TAR CIGARET CONSUMPTION AND FULL YEAR MARKET SHARES 34

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Seagram mixers launched

NEW YORK—Having failed once before to establish a line of mixers under a new name, and unable to obtain the franchises for either Canada Dry or Schweppes, Coca-Cola Bottling Co. of New York has opted for what it believes is the next best way to enter the mixer category: A line under the Seagram's name.

Coca-Cola of New York has set up a new subsidiary, Premium Beverages, that is licensed by Jos. E. Seagram & Sons to use its well-known name. Premium has introduced the four items—ginger ale, tonic, club soda and seltzer—into Maine, Vermont and New Hampshire.

"If all goes well, we'll have another Diet Coke-like gala just after the holidays," said James Patton, vp-director of media and promotions for the bottler. That will mark the expansion of the line into some of the bottler's bigger markets, probably to include metropolitan New York.

The soft drinks are available in a variety of cans and bottles and are getting tv, radio and print advertising, created by Della Femina, Travisano & Partners. Media buy-

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Koenig still not afraid to 'think small'

Hall of famer happy in 'no-growth agency'

By FRED DANZIG

NEW YORK—Julian Koenig, who once expressed a fear of becoming "the world's oldest living copywriter," feels that he has in fact become just that, now that he is running "the only no-growth agency in town," Julian Koenig Inc.

Thanks to his easy-gaited, low-key approach to the traditionally high-stress agency business, and the fact that there are always enough *simpatico* client types around who will get in line and try to persuade Mr. Koenig to personally do their ads, this member of the Copywriters' Hall of Fame (class of '66) more likely has matured into the world's *youngest* 61-year-old copywriter.

Mr. Koenig has found that one doesn't have to run an agency. One can do it in a walk, for his is a deliberately geared-down operation that appears to have evolved into some kind of business world manifestation of the "Think small" ad he created for the Volkswagen "bug." By staying small, he finds himself telling the talented people he must bring in from time to time, when the work load piles up, that they would be better off working for another agency. His is a "no-growth" shop, remember, and he takes that definition seriously.

So he has become a sometime agency talent placement specialist, just as he himself is occasionally sounded out on whether he would join one of the big, hard-charging agencies that are in office towers hard by his comfortable office on the seventh floor of Park Avenue's homey Delmonico, where he works surrounded by original paintings by Paul Davis, Robert Dash and Sheridan Lord, friends from his other home-away-from-home on the South Fork of Long Island.

The creator of the revolutionary and inspirational "Think small" and "Lemon" ads for Volkswagen while at Doyle Dane Bernbach in 1959, Mr. Koenig is still turning out ads and copy that sing, that break free. Whether he is developing for Timex watches a tv commercial "torture test" wherein a 700-lb. elephant stomps a watch and shatters it before the disbelieving eyes of John Cameron Swayze, or, with graphic design master Milton Glaser, crafting labor-of-love ads for a friend's Manhattan restaurant, Mr. Koenig stands for a certain honesty of approach in advertising. He believes in the declarative sentence. He strives to phrase freshly. And he looks to absorb, to develop a jugular sense of a product or service, something that will make the consumer want it. He has an ironclad desire to sell, to convince, and an energy level to match.

When he was inducted into the Copywriters' Hall of Fame on April 19, 1966, Mr. Koenig spoke of the old mail-order ad writers and how their work revealed

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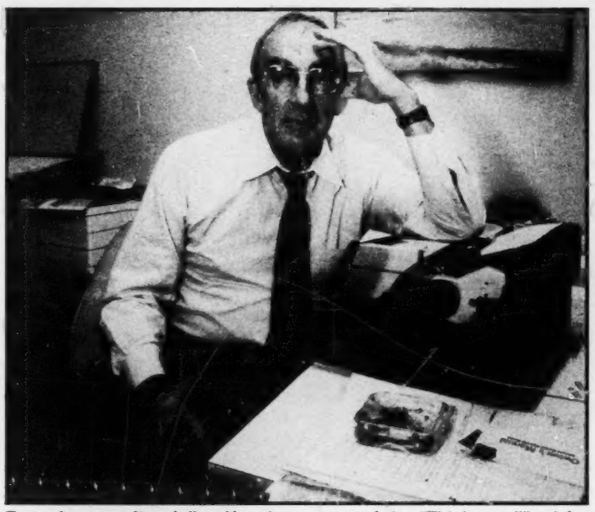

Famed copywriter Julian Koenig, creator of the "Think small" ad for Volkswagen when he was at Doyle Dane Bernbach, took his own advice and now runs a small agency in New York. "Business comes from people who know me," he says. "I don't go after it."

Result of comparative ads

Burger King gets awareness boost

By JOSEPH M. WINSKI

Burger King's controversial comparative advertising campaign had a marked effect on consumer awareness of fast-food advertising in October.

Burger King posted the largest monthly gain in awareness of any advertiser surveyed in the first seven months of adWatch, while industry leader McDonald's Corp.'s advertising suffered the largest decline recorded to date by any advertiser.

Burger King's awareness soared 15.7 percentage points in October, to 24.1% of all responses to a question asking consumers to identify the fast-food advertising that first came to mind. McDonald's still led the category with 35.6% of all responses, but that was down 10 points from September and McDonald's lowest score to date.

The awareness gap between Burger King and McDonald's narrowed to just 11.5 points in October. In June, before beginning a streak of three significant monthly declines in four months, McDonald's led Burger King by 43.7 points.

AdWatch, a joint project of ADVERTISING AGE and SRI Research Center, Lincoln, Neb., attempts to measure advertising awareness by asking consumers to identify the advertising that first comes to mind for 20 product categories, of all advertising seen or heard in the previous 30 days. For the October survey, 1,253 consumers nation-

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adWatch

(Per cent of responses by month)

	June	July	Aug.	Sept.	Oct.
Beer					
Miller	10.8	13.5	13.6	16.0	19.2
Budweiser	14.5	12.0	12.5	14.8	13.6
Coors	7.7	6.2	6.6	7.6	6.2
Cameras					
Kodak	21.4	20.3	19.1	28.4	24.7
Canon	11.5	12.7	11.8	13.4	13.3
Polaroid	9.4	6.2	5.8	5.4	8.7
Fast-food					
McDonald's	49.2	43.4	39.9	45.6	35.6
Burger King	5.5	9.0	7.4	8.4	24.1
Wendy's	4.3	4.8	6.4	4.4	5.0
Coffee & tea					
Folger's	12.6	11.5	12.8	12.1	14.8
Maxwell House	11.8	12.8	12.4	15.7	13.8
Sanka	12.5	11.3	11.0	11.8	11.8

Question: 1,253 consumers were asked, "Of all the advertising for [product category] you've read, seen or heard in the past 30 days, which ad first comes to mind?"

Source: SRI Research Center Inc., Lincoln, Neb.

world news roundup

LONDON—Rowntree Mackintosh moved its $1.6 million Drister candy account to Ogilvy & Mather from J. Walter Thompson Co.

RIO DE JANEIRO—R.J. Reynolds Tobacco's agency for the Camel and Winston accounts in Brazil, Lage, Stabel & Guerreiro/BBDO, resigned the business last week, giving no reasons. Camel was launched nine weeks ago in a massive tv campaign, and Winston is in test market. J. Walter Thompson Co. is in the running for the assignment.

AMSTERDAM—BBDO Industrial will gain by January a lion's share of the $25 million telecommunications account of the government's post office, telephone and telegraph monopoly, which is aiming for more business from the industrial market.

LONDON—Britain's new Channel 4 last week attracted only 5% of the viewing audience after attracting a disappointing 6% in its first week. Channel 4 is challenging the figures.

BONN—The new Christian Democrat government next year will ask for an agreement with Radio Television Luxembourg allowing controlled transmissions from RTL's satellite to beam into Germany.

MEXICO CITY—Editorial America bought seven magazines last week from Mexico's tv monopoly, Televisa, including Mexico's leading *TV Guide*-type magazine, *Teleguia*.

MILAN—Private commercial and local tv stations for the first time have outstripped the government's RAI network in ad revenue, attracting 50% of prime time viewers.

At Warner Amex

Hauser out; clash hinted

NEW YORK—The resignation last week of Gustave M. Hauser as chief executive officer of Warner Amex Cable Communications prompted some on Wall Street to speculate that discontent over greater-than-anticipated losses for the cable concern by half-owner American Express, along with personality clashes with directors, led to the unexpected resignation. AmEx is a partner with Warner Communications in the business.

Mr. Hauser, in announcing his resignation, cited his desire to pursue private investment opportunities in the electronic communications industry. He plans to stay until a successor is found. Considered by cable industry executives to be shrewd, aggressive and visionary, Mr. Hauser is credited with pioneering the highly touted interactive Qube system that inevi-

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RUSHING NEW COMPANY'S FIRST ADS

O&M answers the Bell

By ROBERT RAISSMAN

As Graham Phillips, exec vp-managing director at Ogilvy & Mather, concluded the agency's final presentation for the $30 million American Bell account to a team of American Telephone & Telegraph execs on Nov. 18, he told them, "We are ready to go tomorrow."

This literally was the marching order AT&T gave to O&M when it awarded the coveted account to the agency. Last Monday morning, AT&T vp Arch McGill telephoned O&M president Ken Roman and said, "Can you stop by out here tonight for a drink, some dinner and get set to go to work for us?"

To that invitation, Mr. Roman said, "I replied, in this order, thank you and yes."

And off to American Bell's new offices at Bedminster, N.J., trooped the team from O&M, now the agency for American Bell's advanced information systems unit, a unit that will compete in the business-to-business area. And it has had little time since then to savor its victory because the agency is pushing to meet a Jan. 1 deadline to introduce the new company that operates AT&T's unregulated businesses.

Robert T. Warstler, director of advertising for American Bell's advanced information systems unit, said the feeling of urgency has already been transmitted to his people. "They realize the work done during the presentations will begin to look like intramurals compared to what is required over the next five weeks."

Mr. Phillips said the agency made tv production commitments long before it knew it would get the account. According to the agency's agreement with American Bell, the same team that headed the presentations—which includes Mr. Phillips, Norman Berry, exec-vp, creative director, and Bill Morrissey, exec vp-management supervisor at O&M Direct—would also work on the American Bell account.

Mr. Morrissey apparently was a key to O&M's success, since American Bell will rely heavily on direct response to reach hundreds of thousands of small-business men who comprise its market for advanced information systems.

Mr. Warstler said that 41 people from American Bell would be responsible for marketing and advertising. Mr. Phillips said that O&M has not yet settled on the size of the staff that will handle the account, which will be one of the agency's largest.

During the long period of presentations, Mr. Warstler said, O&M's professionalism stood out in

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Inventories cloud cigaret survey

By JOHN C. MAXWELL JR.

It is with fear and trepidation that we approach this year's annual survey. In fact, for a while we considered not publishing one. But having more guts than brains, we decided to take a stab at it.

The basic problem is how the inventory situation is going to turn out. The current high level of inventories is the result of price increases that have occurred in the past several months as well as those that are anticipated in the next several months.

R.J. Reynolds stated it will not raise prices again until the first of the year. RJR suggested its first price increase of $1.50 per thousand for nonfilter and 85mm filter and $2 per thousand for 100mm and 120mm filter (in August) was for its own pockets, and the second increase of $2 per thousand (in early October) was in anticipation of the excise tax increase of $4 per thousand on Jan. 1. Thus, we infer that Reynolds will raise prices another $2 per thousand, probably sometime early in '83.

The other five producers, however, have given no indication that they will follow Reynolds' lead. There is an estimated 40¢ to 50¢ per thousand spread between companies now, and we believe it will have to be closed one way or another by the first of the year. Therefore, the major question is how far inventories will drop on retail and consumer levels by year's end.

On the other side of the coin, a floor tax goes in at the end of the year in the amount of the excise tax: $4 per thousand for producers and wholesalers as well as retailers that are owned by wholesalers. Thus, it is incumbent upon the industry to get inventories down as far as possible, to minimize the cost of these taxes. This year, then, could see inventory swings in excess of 10 billion units one way or the other, which would throw my estimates off.

The next area of uncertainty is the first quarter of calendar year 1983. Here again, much depends on the inventory situation at year's end. If inventories are relatively high, there would be heavy liquidation in the first quarter, along with a major drop in company unit sales. If, on the other hand, inventories are modest—as we are suggesting tentatively in our yearend report—the effect on the first quarter will not be great.

Further complicating the matter is the question of consumption. By year's end the preponderant share of price increases will be in effect, and we then will have a better idea of the impact these changes have had. Currently, we would expect that retail pricing between August and Jan. 1 will have risen 12¢ to 14¢ per pack, or an almost 20% jump from the average price of 72¢ before the August increase—the largest increase in U.S. history.

On the bullish side, two points should be kept in mind. First, the major cities, with their high taxes already are seeing retail prices of 90¢ to $1 per pack; therefore, another dime or so dribbled in over time may not have much impact. Second, by dribbling the increase in—a few cents here and a few cents there—the consumer may become somewhat inured to the new levels. On the bearish side, however, is the possibility that consumers will be upset by the price increases, resulting in a downward trend in consumption for some time.

At the moment, we stand somewhere between the two extremes. Excluding inventories, we believe retail consumption for 1982 will be relatively flat. We would expect that in the fourth quarter of this year and the first quarter of next, retail consumption may drop 1% to 3% but begin to recover late in 1983. Time will tell which of these scenarios turns out to be correct.

Our preliminary numbers show that Reynolds remains the leader in the total market with a 33.4% share, up 0.4% from last year. Philip Morris continues to run a very close second with a 33% share, up 1.2% from a year earlier. At this rate, Philip Morris probably will claim the No. 1 position during calendar year 1983. It also should be noted that American Brands and Lorillard now are tied for fourth with an 8.9% market share each. In the brand areas, the only movement was in Philip Morris products, with Benson & Hedges moving up to fifth, tying with Reynolds' Camel, and with Merit outstripping American Brands' Pall Mall to take the sixth position.

The larger brands with the best growth rates are: Reynolds' Vantage, up 5.3%, and Camel, up 9.4% (which, combined with their two smaller brands, were the main factors in moving Reynolds ahead); More, up 9.8%, and Now, up 8.2%. Philip Morris' Marlboro (up 6.8%) continues to do an extraordinary job, and now accounts for almost one out of every five cigarets smoked in the U.S. It continues to be the cornerstone of the company. Benson & Hedges is also up an excellent 9.1%. The other two winners were Lorillard's Newport (up 14.8%) and Liggett's generic products (up more than 100%).

An interesting sidelight is the fact that the low-tar area appears to be topping out. It only had 61.1% in 1982 vs. 59.6% in 1981, but the group actually has been showing declines in market share recently. The "full-flavored" product appears to be making a comeback, a pattern not unlike one seen a few years ago in Germany. The market share of menthol cigarets continues to decline slightly, along with the charcoal filters. The only real growth in market share is in the plain-filter area, which is up more than a point.#

Mr. Maxwell is with Lehman Bros. Kuhn Loeb, New York.

Unit volume comparisons the top ten brands

Company	1981 Billion	1981 Share	1982 Billion	1982 Share
R.J. Reynolds				
Winston	83.41	13.3	83.59	13.2
Salem	55.10	8.7	55.55	8.8
Camel	30.02	4.8	31.07	4.9
Vantage	23.35	3.7	24.59	3.9
	191.88	30.5%	194.80	30.8%
Philip Morris				
Marlboro	114.77	18.3	122.57	19.3
Benson & Hedges	28.60	4.6	31.20	4.9
Merit	28.12	4.5	28.15	4.4
	171.49	27.4%	181.92	28.6%
Brown & Williamson				
Kool	52.89	8.4%	50.20	7.9%
American Brands				
Pall Mall	29.21	4.6%	27.44	4.3%
Lorillard				
Kent	18.65	3.0%	17.87	2.8%
Total Top 10	464.12	73.9%	472.23	74.4%

Source: Lehman Bros. Kuhn Loeb research

Low-tar cigaret consumption and full-year market shares

(Estimated)

Company	Billion Units 1981	Billion Units 1982	Pct. of Market 1981	Pct. of Market 1982
R.J. Reynolds				
7-15mg	154.10	158.29	24.6%	24.9%
0-6mg	17.83	18.26	2.8	2.9
	171.93	176.55	27.4	27.8
Philip Morris				
7-15mg	84.80	94.55	13.5	14.9
0-6mg	5.49	10.48	0.9	1.7
	90.29	105.03	14.4	16.6
Lorillard				
7-15mg	27.44	26.00	4.4	4.1
0-6mg	15.46	13.88	2.5	2.2
	42.90	39.88	6.9	6.3
Brown & Williamson				
7-15mg	27.72	24.74	4.4	3.9
0-6mg	8.34	9.18	1.3	1.5
	36.06	33.92	5.7	5.4
American Brands				
7-15mg	10.84	10.26	1.7	1.6
0-6mg	12.12	12.78	2.0	2.0
	22.96	23.04	3.7	3.6
Liggett Group				
7-15mg	9.47	9.06	1.5	1.4
0-6mg	—	—	—	—
	9.47	9.06	1.5	1.4
Total				
7-15mg	314.37	322.90	50.2	50.9
0-6mg	59.12	64.58	9.4	10.2
	373.49	387.48	59.6%	61.1%

Cigaret output by company

Company	1981 Billion Units Domestic	1981 Billion Units Export	1981 Billion Units Total	1981 Pct. of Domestic Market	1982 Billion Units Domestic	1982 Billion Units Export	1982 Billion Units Total	1982 Pct. of Domestic Market
R.J. Reynolds	207.18	30.10	239.28	33.0%	211.97	22.00	233.97	33.4%
Philip Morris	199.44	45.44	244.88	31.8	209.52	46.58	256.10	33.0
Brown & Williamson	87.75	15.00	102.75	14.0	82.29	13.90	96.19	13.0
American Brands	59.77	1.30	61.07	9.5	56.42	1.30	57.72	8.9
Lorillard	57.56	—	57.56	9.2	56.52	—	56.52	8.9
Liggett Group	15.45	—	15.45	2.5	17.90	—	17.90	2.8

Newspapers back as top ad buy for industry

FTC says 1980 cigaret ad total was $1.24 billion

WASHINGTON—The government's latest tally of U.S. cigaret advertising and promotion spending puts the 1980 total at $1.24 billion, a 13% increase over 1979, with newspapers back in the top spot as the industry's biggest ad buy.

Released by the Federal Trade Commission last week, months behind the normal publishing schedule, the 1980 numbers reflect actual spending as reported to the government by the six major U.S. cigaret companies. Only industrywide totals are reported.

■ Newspapers took in 24.5% of the industrywide cigaret ad/promotion budget in 1980, the medium's best year in the cigaret category since 1977, when newspapers also scored 24.5%. The 1979 newspaper share of cigaret company spending was 22.2%.

Magazines, No. 1 in 1979, slid 2.4 percentage points in the FTC's tally, from 23.8% in 1979 to 21.4% in 1980. Since 1975, the only year weaker than 1980 for magazines was 1978, when the medium's share of cigaret ad/promotion spending was 21.1%.

From 1975-80, newspapers have been the share leader four times and magazines twice, according to the FTC's data.

The FTC figures also show industrywide spending on promotional allowances was up sharply from depressed 1979 levels, and that expenditures on sampling fell to the lowest share of total spending in six years.

The commission offered no interpretation of the spending figures in its report, which is required by Congress. But it noted as an upward pressure on spending that Brown & Williamson launched its Barclay brand cigaret in September, 1980, amidst trade reports of $150 million in ad and promotion suppport.

In dollar terms, the cigaret companies told the FTC they spent $304.4 million in newspapers during 1980, up from $241 million in 1979. For magazines, the 1980 total was $266.2 million, up from $257.7 million in 1979.

Outdoor advertising rebounded from 1979's 15% of the cigaret industry budget, its poorest share performance since 1975, to 15.6% in 1980.

The 1980 spending total in outdoor was $193.3 million, up from $163 million in 1979. Outdoor's share has been up and down since it scored a 17.2% in 1975.

In other major cigaret ad/promotion spending categories:

- Promotional allowances absorbed 14.4%, or $179.1 million. of the 1980 industry spending total, up from 12.7%, or $137.1 million, in 1979. The 1975-80 share range is 12.7% (1979) to 14.7% (1975).
- Point-of-sale ad expenditures took 6.4%, or $79.8 million, of the 1980 total, compared with the previous year's 6.1%, worth $66.1 million. The 1975-80 share range is 5.9% (1977) to 7.2% (1975).
- Sampling distribution took 4.1% of the 1980 total, or $50.5 million, off sharply from 1979's 5.9%, or $64.3 million. The 1975-80 share range is 4.1% (1980) to 6.3% (1976).
- Transit ad spending took 2.1% of the total, worth $26.1 million in 1980, from 2%, worth $21.2 million in 1979. The 1975-80 share range is 2% (1979) to 3% (1976).

The FTC said the six companies spent $50 million on distribution of premiums and other items bearing brand names in 1980, 4% of the total spending compared with 4.1% in 1979, then worth $44.8 million. It was the first share decline for this category since 1975, when the reported share was 1.4%.

Distribution of nonbranded premiums and other nonbranded items took 1.5% of the total, or $19.2 million, compared with 1.6%, or $17.2 million, in 1979. The share range has been 0.7% (1975) to 1.8% (1978).

Special events sponsorships climbed to 1.4% of the 1980 total, or $17 million, from 1% in 1979, or $10.8 million. The share range is 1% (1979) to 1.7% (1975).#